

United Way recognizes the Department of Utilities with the 2004 Community Impact Award

Each year United Way of South Hampton Roads publicly recognizes and thanks contributors whose commitment to community supports United Way's focus on making a difference in the lives of people through services, opportunities, and cultivation. United Way's award program salutes community partners investing in the solutions to diverse community needs.

On Friday, March 4th, the City of Norfolk was distinctly honored and awarded the United Way of South Hampton Roads Award of Excellence. The Award of Excellence is presented to municipal employees whose fundraising campaigns achieved their current goal and exceeded the amount raised in the previous year. The results from this year's campaign indicate that the City did a remarkable job by increasing employee contributions by 1.5% and achieving 99.5% of the established goal of \$234,564.00.



Within South Hampton Roads, only one other municipality achieved the Award of Excellence status.

Further acknowledgement of Norfolk's outstanding United Way participation came to the Department of Utilities, which received the Community Impact Award. This award recognizes demonstrated active involvement in the areas of community involvement, campaign activities, and campaign performance.

Throughout the year, Utilities employees volunteer at various events, contribute countless hours, and play a

tremendous role in furthering the goals and aspirations of the City and respective communities. Many of the more than 300 Utilities employees are involved in volunteer activities such as:

- Counseling in Community Quest, a youth substance prevention;
- Reading to and engaging Norfolk elementary students in discussions about books and community issues through the Green Reader program;
- Leading Boy Scout and Girl Scout troops;
- Coaching and assisting in sports leagues.

In addition, Utilities employees volunteer each year for the United Way's Day of Caring, a big event for the department. In Day of Caring 2004, Utilities employee participation represented 33% of the City's total volunteers.



Utilities representatives accept the Community Impact Award at the United Way of South Hampton Roads Annual Awards Ceremony. Bottom row (lt. to rt.): Stephanie Tinsley, United Way Youth participants. Middle row: Terri Smith, Kristen Lentz, Geraldine Jones-Dailey. Back row: Melanie Pesola, Ryan Saul (United Way), Uwey the United Way mascot, Nikki Riddick.

Throughout this year's campaign, the Department of Utilities took the lead in ensuring its success. From the first stages of planning and organizing to the completion of the final reporting, Utilities staff provided support and leadership in the City's campaign. Utilities employees made up 99% of the City's campaign committee volunteers, and the depart-

ment's own pacesetter campaign exceeded the 2004 donation goal of 11% and surpassed the 2003 results by 15%.♦